PHILIP MORRIS
INCORPORATED
120 PARK AVENUE, NEW YORK, N.Y. 10017 · TELEPHONE (212) 880-5000

January 17, 1985

Ms. Doris Milligan
The Dryden Press
One Salt Creek Lane
Hinsdale, IL 60521

Dear Ms. Milligan:

Philip Morris consents to your requested use of a Marlboro cigarette pack as well as your description of the Philip Morris product mix described in your letter of January 10, 1985 subject to the following conditions:

1. Your use of the material in question shall be limited to that described in your letter of January 10, 1985, and you agree not to alter the material in any respect without the written consent of Philip Morris.

2. You acknowledge our proprietary right in and to the material in question as well as our right in the copyrights or trademarks represented in such material. You will at no time assert any rights in respect of such material, copyrights or trademarks nor take any action which might impair our rights in such material, copyrights or trademarks. There shall be at least one prominently placed acknowledgement in the following or substantially similar language: "Reprinted by permission of Philip Morris Incorporated."

3. You agree to indemnify and hold us harmless from and against any and all claims, liabilities, damages, losses, costs and expenses (including reasonable attorneys' fees), of whatever kind, arising from your use of our material. We reserve the right to defend our own interest with respect to any such matter without prejudice to our right to indemnification hereunder.

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If the foregoing conditions meet with your approval, please indicate your acceptance by signing and returning the enclosed counterpart of this letter. If you so desire, we can supply you with a colored photo of a Marlboro cigarette pack. I can forward the colored photo to you upon receipt of your signed release.

Very truly yours,

PHILIP MORRIS U.S.A.

By Irene Bick
Irene Bick
Brand Assistant
MARLBORO

Agreed and Accepted

this _____ day of _____1985

By:_____

Title:_____

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